

Appendix A

Estimation of Market for Access/Egress Trips to Attraction Areas

Mall Area			
All Visits to Area Attractions			
Total Visits to Area Attractions			26,703,691
In Tour Group	10% (2)	2 x WCTC Travel Trends	2,670,369
Not in Tour Group	90%		24,033,322
Non-Group Visits to Area Attractions			
Not in Tour Group			24,033,322
Primary Access Trips	92%		22,082,463
Trips from Other Areas	8%		1,950,859
Primary Trips to Area Attractions			
Primary Access Trips			22,082,463
from Metro Area	20.7% (3)	Smithsonian Institution	4,571,070
Visitors to Metro Area	79%		17,511,393
Visitors Staying at Core Area Hotels			
Trips by Visitors			17,511,393
Trips by Visitors in Hotels	40.3% (4)	WCTC Travel Trends	7,061,046
by Visitors in Core Hotels	27.9% (5)	estimated from Hotel Association Data	1,969,611
by Conventioneers	7.4%	% of all visitors	1,293,455
from Convention Center	50.0%	half of conventioneers trips from CC	646,728
from Core Area Hotels			1,322,884
Union Station	10% (6)	Hotel Association of Washington DC	126,351
Mt. Vernon Square	6% (6)		79,827
Downtown	21% (6)		279,870
Capitol South	1% (6)		11,101
TOTAL Circulator Area			497,150
L'Enfant Plaza	5% (6)		65,805
TOTAL within Walking Distance			65,805
Massachusetts Ave.	19% (6)		250,145
K Street	12% (6)		154,688
Pennsylvania Ave.	6% (6)		77,052
Georgetown	4% (6)		47,400
West End	17% (6)		230,645
TOTAL Other Core Area			759,930
Visitors and Residents not in Core hotels			
All Visitors and Residents except those in Core hotels and Convention Center			20,112,852
Auto	0% (7)	assume all are potential transit users	0
Metrorail			20,112,852
Virginia - Blue Orange	45% (8)	WMATA Ridership Data	9,060,732
East - Blue Orange	15% (8)		2,997,596
Yellow-Green	7% (8)		1,413,869
Red East	8% (8)		1,664,612
Green North	5% (8)		1,011,062
Red West	20% (8)		3,964,980
Summary of Non-Group Visits to Area Attractions by Access			
West - Blue Orange	(9)	includes 2/3 of non circulator core hotels	9,567,352
East - Blue Orange			2,997,596
Yellow-Green			1,413,869
Red East			1,664,612
Green North			1,011,062
Red West	(9)	includes 1/3 of non circulator core hotels	4,218,290
Convention Center			646,728
Circulator Area Hotels			497,150
Walk			65,805
Auto			0
TOTAL			22,082,463

Appendix A

Georgetown Area			
All Visits to Area Attractions			
Total Visits to Area Attractions			10,200,000
In Tour Group	10%	(2) 2 x WCTC Travel Trends	1,020,000
Not in Tour Group	90%		9,180,000
Non-Group Visits to Area Attractions			
Not in Tour Group			9,180,000
Primary Access Trips	91%		8,388,852
Trips from Other Areas	9%		791,148
Primary Trips to Area Attractions			
Primary Access Trips			8,388,852
from Metro Area	20.7%	(3) same as Smithsonian Institution	1,736,492
Visitors to Metro Area	79%		6,652,360
Visitors Staying at Core Area Hotels			
Trips by Visitors			6,652,360
Trips by Visitors in Hotels	40.3%	(4) WCTC Travel Trends	2,682,403
by Visitors in Core Hotels	27.9%	(5) estimated from Hotel Association Data	748,231
by Conventioneers	7.4%	% of all visitors	491,367
from Convention Center	50.0%	half of conventioneers trips from CC	245,684
from Core Area Hotels			502,547
Union Station	10%	(6) Hotel Association of Washington DC	47,999
Mt. Vernon Square	6%	(6)	30,325
Massachusetts Ave.	19%	(6)	95,027
K Street	12%	(6)	58,764
Pennsylvania Ave.	6%	(6)	29,271
West End (1/2)	9%	(6)	43,810
TOTAL Circulator Area			305,196
Georgetown	4%	(6)	18,007
TOTAL within Walking Distance			18,007
Downtown	21%	(6)	106,319
Capitol South	1%	(6)	4,217
L'Enfant Plaza	5%	(6)	24,998
West End (1/2)	9%	(6)	43,810
TOTAL Other Core Area			179,344
Visitors and Residents not in Core hotels			
All Visitors and Residents except those in Core hotels and Convention Center			7,640,621
Auto	0%	(7) assume all are potential transit users	0
Metrorail			7,640,621
Virginia - Blue Orange	45%	(8) WMATA Ridership Data	3,442,059
East - Blue Orange	15%	(8)	1,138,749
Yellow-Green	7%	(8)	537,111
Red East	8%	(8)	632,365
Green North	5%	(8)	384,090
Red West	20%	(8)	1,506,247
Summary of Non-Group Visits to Area Attractions by Access			
West - Blue Orange			3,442,059
East - Blue Orange	(9) includes 1/2 of non circulator core hotels		1,228,422
Yellow-Green			537,111
Red East	(9) includes 1/4 of non circulator core hotels		677,202
Green North			384,090
Red West	(9) includes 1/4 of non circulator core hotels		1,551,083
Convention Center			245,684
Circulator Area Hotels			305,196
Walk			18,007
Auto			0
TOTAL			8,388,852

Appendix A

Capitol/Union Station Area			
All Visits to Area Attractions			
Total Visits to Area Attractions			8,404,100
In Tour Group	10%	(2) 2 x WCTC Travel Trends	840,410
Not in Tour Group	90%		7,563,690
Non-Group Visits to Area Attractions			
Not in Tour Group			7,563,690
Primary Access Trips	83%		6,308,963
Trips from Other Areas	17%		1,254,727
Primary Trips to Area Attractions			
Primary Access Trips			6,308,963
from Metro Area	10%	(3) estimate 1/2 of Smithsonian	652,978
Visitors to Metro Area	90%		5,655,985
Visitors Staying at Core Area Hotels			
Trips by Visitors			5,655,985
Trips by Visitors in Hotels	40.3%	(4) WCTC Travel Trends	2,280,639
by Visitors in Core Hotels	27.9%	(5) estimated from Hotel Association Data	636,163
by Conventioneers	7.4%	% of all visitors	417,772
from Convention Center	50.0%	half of conventioneers trips from CC	208,886
from Core Area Hotels			427,277
Mt. Vernon Square	6%	(6) Hotel Association of Washington DC	25,783
Downtown	21%	(6)	90,395
Massachusetts Ave.	19%	(6)	80,794
K Street	12%	(6)	49,963
Pennsylvania Ave.	6%	(6)	24,887
Georgetown	4%	(6)	15,310
West End (1/2)	9%	(6)	37,248
L'Enfant Plaza	5%	(6)	21,254
TOTAL Circulator Area			345,633
Union Station	10%	(6)	40,810
Capitol South	1%	(6)	3,586
TOTAL within Walking Distance			44,395
West End (1/2)	9%	(6)	37,248
TOTAL Other Core Area			37,248
Visitors and Residents not in Core hotels			
All Visitors and Residents except those in Core hotels and Convention Center			5,672,800
Auto	0%	(7) assume all are potential transit users	0
Metrorail			5,672,800
Virginia - Blue Orange	45%	(8) WMATA Ridership Data	2,555,566
East - Blue Orange	15%	(8)	845,468
Yellow-Green	7%	(8)	398,780
Red East	8%	(8)	469,501
Green North	5%	(8)	285,169
Red West	20%	(8)	1,118,317
Summary of Non-Group Visits to Area Attractions by Access			
West - Blue Orange		(9) includes 2/3 of non circulator core hotels	2,580,398
East - Blue Orange			845,468
Yellow-Green			398,780
Red East			469,501
Green North			285,169
Red West		(9) includes 1/3 of non circulator core hotels	1,130,733
Convention Center			208,886
Circulator Area Hotels			345,633
Walk			44,395
Auto			0
TOTAL			6,308,963

Appendix A

Monuments Area			
All Visits to Area Attractions			
Total Visits to Area Attractions			5,744,356
In Tour Group	10%	(2) 2 x WCTC Travel Trends	574,436
Not in Tour Group	90%		5,169,920
Non-Group Visits to Area Attractions			
Not in Tour Group			5,169,920
Primary Access Trips	78%		4,053,969
Trips from Other Areas	22%		1,115,951
Primary Trips to Area Attractions			
Primary Access Trips			4,053,969
from Metro Area	10%	(3) estimate 1/2 of Smithsonian	419,586
Visitors to Metro Area	90%		3,634,383
Visitors Staying at Core Area Hotels			
Trips by Visitors			3,634,383
Trips by Visitors in Hotels	40.3%	(4) WCTC Travel Trends	1,465,477
by Visitors in Core Hotels	27.9%	(5) estimated from Hotel Association Data	408,781
by Conventioneers	7.4%	% of all visitors	268,449
from Convention Center	50.0%	half of conventioneers trips from CC	134,224
from Core Area Hotels			274,557
Union Station	10%	(6) Hotel Association of Washington DC	26,223
Mt. Vernon Square	6%	(6)	16,568
Downtown	21%	(6)	58,085
Capitol South	1%	(6)	2,304
TOTAL Circulator Area			103,180
TOTAL within Walking Distance			0
Massachusetts Ave.	19%	(6)	51,916
K Street	12%	(6)	32,105
Pennsylvania Ave.	6%	(6)	15,992
Georgetown	4%	(6)	9,838
West End	17%	(6)	47,869
L'Enfant Plaza	5%	(6)	13,657
TOTAL Other Core Area			171,376
Visitors and Residents not in Core hotels			
All Visitors and Residents except those in Core hotels and Convention Center			3,645,188
Auto	0%	(7) assume all are potential transit users	0
Metrorail			3,645,188
Virginia - Blue Orange	45%	(8) WMATA Ridership Data	1,642,138
East - Blue Orange	15%	(8)	543,275
Yellow-Green	7%	(8)	256,245
Red East	8%	(8)	301,689
Green North	5%	(8)	183,242
Red West	20%	(8)	718,600
Summary of Non-Group Visits to Area Attractions by Access			
West - Blue Orange		(9) includes 2/3 of non circulator core hotels	1,756,389
East - Blue Orange			543,275
Yellow-Green			256,245
Red East			301,689
Green North			183,242
Red West		(9) includes 1/3 of non circulator core hotels	775,726
Convention Center			134,224
Circulator Area Hotels			103,180
Walk			0
Auto			0
TOTAL			4,053,969

Appendix A

Downtown Area			
All Visits to Area Attractions			
Total Visits to Area Attractions			2,983,445
In Tour Group	10%	(2) 2 x WCTC Travel Trends	298,345
Not in Tour Group	90%		2,685,101
Non-Group Visits to Area Attractions			
Not in Tour Group			2,685,101
Primary Access Trips	72%		1,936,865
Trips from Other Areas	28%		748,235
Primary Trips to Area Attractions			
Primary Access Trips			1,936,865
from Metro Area	21%	(3) Smithsonian Institution	400,931
Visitors to Metro Area	79%		1,535,934
Visitors Staying at Core Area Hotels			
Trips by Visitors			1,535,934
Trips by Visitors in Hotels	40.3%	(4) WCTC Travel Trends	619,328
by Visitors in Core Hotels	27.9%	(5) estimated from Hotel Association Data	172,756
by Conventioneers	7.4%	% of all visitors	113,450
from Convention Center	50.0%	half of conventioneers trips from CC	56,725
from Core Area Hotels			116,031
Union Station	10%	(6) Hotel Association of Washington DC	11,082
K Street	12%	(6)	13,568
Pennsylvania Ave.	6%	(6)	6,758
Georgetown	4%	(6)	4,157
L'Enfant Plaza	5%	(6)	5,772
Capitol South	1%	(6)	974
TOTAL Circulator Area			42,311
Downtown	21%	(6)	24,548
Mt. Vernon Square	6%	(6)	7,002
TOTAL within Walking Distance			31,549
Massachusetts Ave.	19%	(6)	21,940
West End	17%	(6)	20,230
TOTAL Other Core Area			42,170
Visitors and Residents not in Core hotels			
All Visitors and Residents except those in Core hotels and Convention Center			1,764,110
Auto	0%	(7) assume all are potential transit users	0
Metrorail			1,764,110
Virginia - Blue Orange	45%	(8) WMATA Ridership Data	794,722
East - Blue Orange	15%	(8)	262,921
Yellow-Green	7%	(8)	124,011
Red East	8%	(8)	146,004
Green North	5%	(8)	88,681
Red West	20%	(8)	347,771
Summary of Non-Group Visits to Area Attractions by Access			
West - Blue Orange			794,722
East - Blue Orange			262,921
Yellow-Green			124,011
Red East			146,004
Green North			88,681
Red West	(9) includes 1/3 of non circulator core hotels		361,827
Convention Center			56,725
Circulator Area Hotels	(9) includes 2/3 of non circulator core hotels		70,425
Walk			31,549
Auto			0
TOTAL			1,936,865

Appendix A

White House Area			
All Visits to Area Attractions			
Total Visits to Area Attractions			1,710,220
In Tour Group	10%	(2) 2 x WCTC Travel Trends	171,022
Not in Tour Group	90%		1,539,198
Non-Group Visits to Area Attractions			
Not in Tour Group			1,539,198
Primary Access Trips	70%		1,077,439
Trips from Other Areas	30%		461,759
Primary Trips to Area Attractions			
Primary Access Trips			1,077,439
from Metro Area	10%	(3) estimate 1/2 of Smithsonian	111,515
Visitors to Metro Area	90%		965,924
Visitors Staying at Core Area Hotels			
Trips by Visitors			965,924
Trips by Visitors in Hotels	40.3%	(4) WCTC Travel Trends	389,485
by Visitors in Core Hotels	27.9%	(5) estimated from Hotel Association Data	108,643
by Conventioneers	7.4%	% of all visitors	71,347
from Convention Center	50.0%	half of conventioneers trips from CC	35,673
from Core Area Hotels			72,970
Union Station	10%	(6) Hotel Association of Washington DC	6,969
Mt. Vernon Square	6%	(6)	4,403
Pennsylvania Ave.	6%	(6)	4,250
Capitol South	1%	(6)	612
TOTAL Circulator Area			16,235
Downtown	21%	(6)	15,438
K Street	12%	(6)	8,533
Massachusetts Ave.	19%	(6)	13,798
TOTAL within Walking Distance			37,768
West End	17%	(6)	12,722
Georgetown	4%	(6)	2,615
L'Enfant Plaza	5%	(6)	3,630
TOTAL Other Core Area			18,967
Visitors and Residents not in Core hotels			
All Visitors and Residents except those in Core hotels and Convention Center			968,795
Auto	0%	(7) assume all are potential transit users	0
Metrorail			968,795
Virginia - Blue Orange	45%	(8) WMATA Ridership Data	436,437
East - Blue Orange	15%	(8)	144,388
Yellow-Green	7%	(8)	68,103
Red East	8%	(8)	80,181
Green North	5%	(8)	48,701
Red West	20%	(8)	190,985
Summary of Non-Group Visits to Area Attractions by Access			
West - Blue Orange	(9) includes 2/3 of non circulator core hotels		449,082
East - Blue Orange			144,388
Yellow-Green			68,103
Red East			80,181
Green North			48,701
Red West	(9) includes 1/3 of non circulator core hotels		197,307
Convention Center			35,673
Circulator Area Hotels			16,235
Walk			37,768
Auto			0
TOTAL			1,077,439